

Metric	williams-sonoma.com	rh.com	surlatable.com	wayfair.com
URL	williams-sonoma.com	rh.com	surlatable.com	wayfair.com
Company	Williams Sonoma	RH	Sur La Table	Wayfair
QuickLift Score	47.8	57.2	53.5	56.3
2024 total \$B (360)	\$7.71	\$3.18	\$0.49	\$11.85
2024 \$ Web \$B (360)	\$5.09	\$1.06	\$0.19	\$11.85
2024 % web (C360)	66.00%	33.40%	39.32%	100.00%
AOV	\$268.00	\$803.00	\$168.00	\$300.00
avg. AOV	\$384.75	\$384.75	\$384.75	\$384.75
%gap average (AOV)	43.56%	-52.09%	129.02%	28.25%
Conv %	7.10%	5.60%	4.10%	2.70%
avg. Conv%	4.87%	4.87%	4.87%	4.87%
%gap average (Conv %)	-31.34%	-12.95%	18.90%	80.56%
Visits MM	8.07	2.32	1.79	102.94
Unique MM	4.11	1.11	1	37.45
% Multi Visit	49.07%	52.36%	44.32%	63.62%
avg. multi visit	52.34%	52.34%	52.34%	52.34%
%gap average (% Multi Visit)	6.67%	-0.03%	18.10%	-17.73%
desk %	28.22%	44.39%	28.01%	26.57%
mobile %	71.78%	55.61%	71.99%	73.43%
New Visitors %	71.82%	79.05%	75.64%	53.02%
Return Visitors %	28.18%	20.95%	24.36%	46.98%
avg. return visits	30.12%	30.12%	30.12%	30.12%
%gap average (Return Visitors %)	6.88%	43.76%	23.64%	-35.89%
Bounce %	56.78%	44.46%	38.70%	41.30%
avg. bounce	45.31%	45.31%	45.31%	45.31%
%gap average (Bounce %)	25.31%	-1.88%	-14.59%	-8.85%
Owned Visits %	62.43%	91.94%	76.37%	71.90%
avg Owned Visit %	75.66%	75.66%	75.66%	75.66%
%gap average (Owned Visits %)	21.19%	-17.71%	-0.93%	5.23%
Owned Traffic Retention Index	49	70	63	71
avg. Owned Traffic Index	63.25	63.25	63.25	63.25
%gap average (Owned Traffic Retention Index)	29.08%	-9.64%	0.40%	-10.92%
Paid Visits %	37.57%	8.06%	23.63%	28.10%
Paid Traffic Retention Index	47	63	53	62
avg. Paid Traffic Index	56.25	56.25	56.25	56.25
%gap average (Paid Traffic Retention Index)	19.68%	-10.71%	6.13%	-9.27%
%gap leader (Paid Traffic Retention Index)	34.04%	0.00%	18.87%	1.61%
\$ Per PPC Visit	\$0.79	\$2.61	\$0.68	\$0.98
\$ Per Retained PPC Visit	\$1.51	\$2.61	\$1.07	\$1.38
List MM	3.1	5		44.2
Vol MM	144.3	449.4	0	2,200.00
Camps	1,704.00	318	3	2,677.00
Read %	9.45%	4.47%		6.19%
Del %	16.52%	8.17%		12.63%
Spam %	0.70%	4.20%		5.90%
% List/Campaign	2.73%	28.26%		1.86%
Email/User/Day	1.53	2.96		1.64
Email POWER Index	2.8	0.35		3.45
avg. email POWER Index	2.2	2.2	2.2	2.2
%gap average (Email POWER Index)	-21.43%	528.57%		-36.23%